GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:140
ANSWERED ON:27.02.2007
TEA CENTRES
Sugavanam Shri E.G.

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has any proposal to set up Indian Tea Centres in various countries;

(b) if so, the details and its main functions thereof;

(c) whether the Government has any proposal to host International Tea Festival in the country;

(d) if so, the details thereof; and

(e) the steps taken by the Government to promote the production, sale and research on tea in the country?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) : No Sir

(b) : Does not arise

(c) & (d): The Government proposes to organize a Tea Festival in Kolkata around November, 2007 The International Tea Convention will be showcasing Assam teas and other Indian teas which are distinct in character and quality. The Convention will be held over a period two and half days covering Business Sessions along with Exhibition.

(e) In order to promote production and productivity of tea in the country, Tea Board is already implementing a number of plan schemes for development of the sector under which financial/technical assistance is provided to the tea industry. In addition, Government has also approved setting up of a Special Purpose Tea Fund for financing replantation/rejuvenation activities aimed at improving the age profile of old tea bushes. Similarly, in order to boost the export of tea from India, the Government has taken various measures, which include conducting promotional activities in the foreign markets and also lending promotional support to India tea exporters in their market efforts by way of participating in international and/or specialized fairs and exhibitions, Buyer Seller Meets, Media publicity, field sampling at specialty stores and/or principal markets, etc. For promotion of tea research, Tea Board is already implementing a Plan Scheme during the X Plan period under which financial assistance is also extended to private research institutes for carrying out tea research activities. Tea Board also has its own Tea Research Centre at Kurseong wherein field as well as laboratory experimentations are carried out on specialized topics of replantation, young tea management, crop physiology, clonal selection, bio-pesticides, etc. The Centre also publishes a number of scientific papers and technical bulletins as part of transfer of technology besides undertaking advisory visits to tea estates.